

■  
[REDACTED]  
[REDACTED] and also there seems to be a Facebook opportunity . . can you guys generate some ideas for Facebook tie- in bits on the show? We don't have any info really about what FB wants to highlight, so we'll just have to take some shots and see if anything hits . .

Just need short summaries of each idea . . Would like you to get them to me by 1pm on Monday . . that should give you enough time to ideate . .

-----Original Message-----

From: [REDACTED]  
Sent: Thursday, February 21, 2013 1:46 PM  
To: [REDACTED] (VH1 Production)  
Subject: FW: AT&T! / Facebook / YouTube

[REDACTED]

[REDACTED]


-----Original Message-----

From: [REDACTED]  
Sent: Thursday, February 21, 2013 1:36 PM  
To: [REDACTED]  
[REDACTED]


Subject: AT&T! / Facebook / YouTube

[REDACTED]

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We are also trying to bring in Facebook to sponsor a week of [REDACTED] in their April flight as the agency expressed interest. We don't have their campaign details as its hush hush and it's only on air money no digital dollars. We are hoping to ideate on some very top line ideas to send them by early next week. Is there anything fun that you have already been looking to do with Facebook in a bit? It's a shame they don't have convergent dollars as everything im thinking of involves digital too. Perhaps there is some competition with the pundits to see who can get more fb fans and prove that they are more socially relevant. Or maybe it's an out of show spot similar to mcd that declares fb as having the BWE (we'd need more of the hush hush info)



FYI that I'm in telluride so I'm a bit slow on emails until Monday.

Sent from my iPhone